

## ABSTRACT

Methods, systems, computer program products, and methods of doing business by improving collection of clickstream data in network exchanges comprising a plurality of related request and response messages. A clickstream cookie is created by an application, and contains a clickstream data collection correlator for messages of a particular transaction. A Uniform Resource Locator ("URL") token is created, and is used both in URLs of messages and in cookies downstream of a cookie jar for locating the application-generated correlator. In preferred embodiments, this application-generated correlator is a unique value which is used to identify related clickstream data once it is collected. A flag may also be used to indicate whether data collection is enabled. No changes are required on client devices or in client software, and there is no dependency on a client to support cookies. Using the disclosed techniques, a particular application may specify varying clickstream data collection requirements for the transactions it generates.

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